

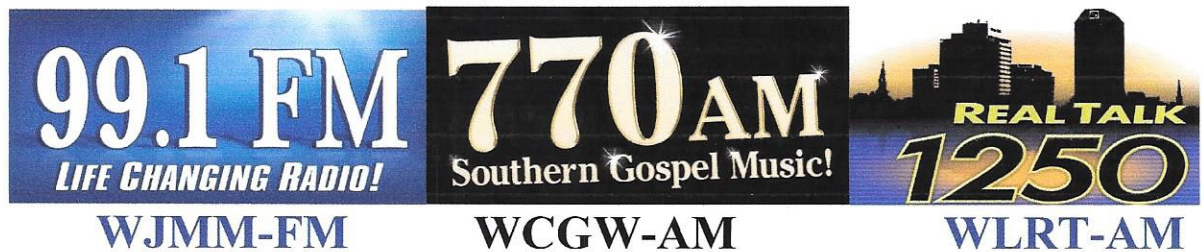


ISSUES/PROGRAMS

WJMM-FM

April 1, 2014





ISSUE ONE

This winter's weather has been especially cold, with protracted periods of sub-zero temperatures, and utility bills have skyrocketed. This has put tremendous stress on peoples' budgets, especially for those with low incomes.

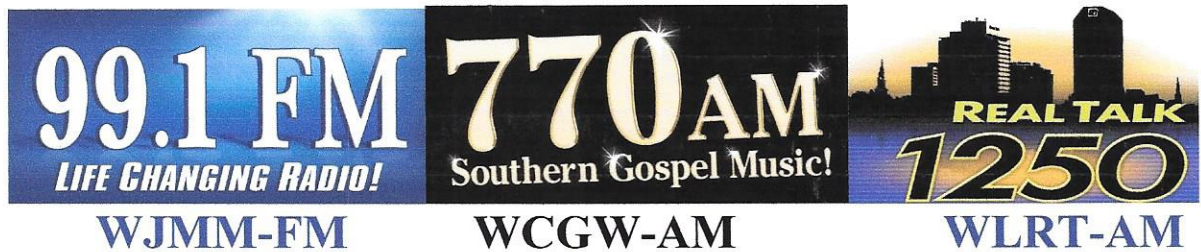
RESPONSIVE PROGRAMMING

WJMM "Focus"-- 14 min.

2/15/14 12:15 p.m. & 4:30 p.m. and 2/16/14 7:15 a.m. & 10:45 a.m.

We interviewed Charlie Lanter, the manager of program development for the Community Action Council in Lexington. He hoped to raise awareness of the trouble many people are having paying their heating bills after several extremely cold months. Lanter said the average homeowner spends 15-20-percent of their income on utilities, but some with substantially less income have homes with much higher utility costs. He said his organization tries to help people pay their utility bills, while at the same time helping them make their homes more energy-efficient. Lanter encouraged listeners to include a donation in each month's electricity or natural gas bill for the Winter Care Program. He said all donations go to help people keep their utilities on during the winter.





ISSUE TWO

The tremendously cold and snowy weather of this winter has had a major impact on the efforts of the Kentucky Blood Center to meet the needs for blood in the 70 hospitals in 60 counties in central and eastern Kentucky.

RESPONSIVE PROGRAMMING

WJMM "Focus"—14 min.

1/11/14 12:15 p.m. & 4:30 p.m. and 1/12/14 7:15 a.m. & 10:45 a.m.

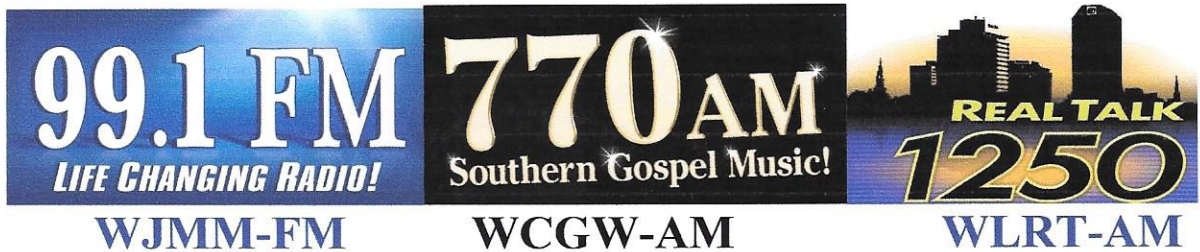
We spoke with Martha Osborne with the Kentucky Blood Center, who said her organization has had to cancel multiple blood drives which has resulted in significantly lower donation levels. With all the school closings, blood drives at schools have also been cancelled. With more and more dependence on high school and college students' donations, the impact has been amplified. Osborne said her agency is trying to utilize social networking to help get the word out about their situation. She said they're also trying to educate people on just how many blood products are used in treating cancer and burn victims, in addition to accident victims and those having surgeries.

WJMM "Focus"—14 min.

3/8/14 12:15 p.m. & 4:30 p.m. and 3/9/14 7:15 a.m. and 10:45 a.m.

We spoke with Denise Fields with the Kentucky Blood Center about her agency's continued battle to overcome cancelled blood drives and lower donor center visits due to the cold and snowy weather. She told of the average donation levels and just how short they've been, stressing that the situation couldn't continue for long without affecting public safety. Fields shared about the newest center in the Hamburg area of Lexington. She said many former blood donors are now blood recipients and younger people have to step up and become donors to make up the difference.





ISSUE THREE

Colon cancer is the third most commonly diagnosed cancer and the second leading cause of death from cancer. March is Colon Cancer Awareness Month.

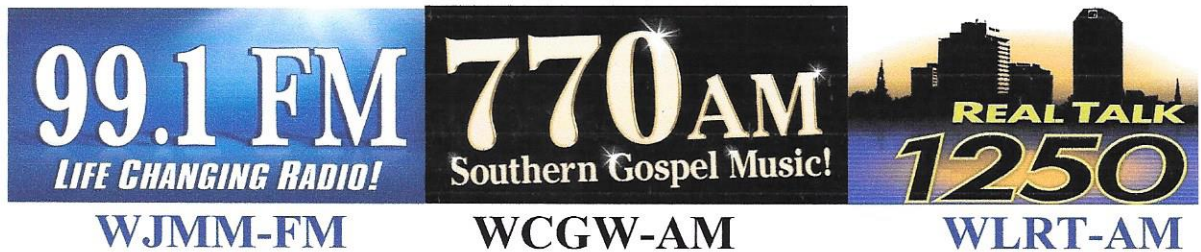
RESPONSIVE PROGRAMMING

WJMM “Focus”—14 min.

3/15/14 12:15 p.m. & 4:30 p.m. and 3/16/14 7:15 a.m. & 10:45 a.m.

We interviewed Dr. Elizabeth Holt, a gastroenterologist and associate professor at the University of Kentucky, who stressed how necessary it is to raise awareness of colon cancer. Dr. Holt discussed diet changes and other ways to help minimize the risk of developing colon cancer. She said colon cancer is one of the most preventable forms of cancer and colonoscopies can be part of that by detecting and removing pre-cancerous polyps. Dr. Holt said some 65-70% of people are willing to be screened, but many especially dread the preparation process of cleansing the colon prior to the procedure. She also recommended online resources of information, including the Centers for Disease Control’s website.





ISSUE FOUR

Many people can find themselves teetering on the edge of becoming homeless, especially during the winter months, due to high utility bills.

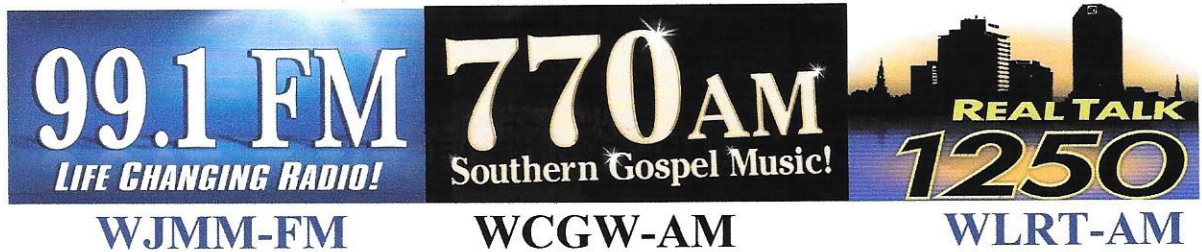
RESPONSIVE PROGRAMMING

WJMM “Focus”—14 min.

2/1/14 12:15 p.m. & 4:30 p.m. and 2/2/14 7:15 a.m. and 10:45 a.m.

We spoke with Natalie Cunningham with the Lexington Rescue Mission about the February 22nd event at Triangle Park in Lexington. Cunningham outlined the purpose of her group’s Homelessness Prevention Program, which works to try to keep people in their home with rent or utility assistance. She explained that her organization, which ministers to the homeless, strives to keep people from sliding into homelessness. In 2013, she said the program helped 80 people stay in their homes and 74 families keep from having their utilities cut off. Cunningham said this year’s event will be a two mile walk and a one mile walk will also be offered. Donations can be made online at www.walkforwarmth.org.





ISSUE FIVE

Small business development is a significant component in overall economic development in the community and many who are considering starting or nurturing a small business need some guidance.

RESPONSIVE PROGRAMMING

WJMM "Focus"—14 min.

3/1/14 12:15 p.m. & 4:30 p.m. and 3/2/14 7:15 a.m. and 10:45 a.m.

We spoke with the Lexington Chapter Chairperson for S.C.O.R.E (Service Corps of Retired Executives), Regina Carroll and Dennis Potts who is a mentor in the program. S.C.O.R.E.'s services are free and Carroll and Potts said they offer mentoring for those who are trying to start a new business overcome challenges and better analyze how to improve their chances of success. Potts gave an example of someone who was looking into a fast food franchise that he had experience with. He was able to advise them of the plusses and minuses of the operation. The group helps people formulate business plans and they offer advice for retail, marketing, sales, and other types of businesses. Carroll said S.C.O.R.E. is always looking for new volunteers and they offer online mentoring to help out those outside Kentucky.

